

CASE STUDY

Client: Diamond Foods, Pop Secret

Project: Despicable Me - DVD promotion

Challenge:

To capitalize on the peak of the Holiday shopping season, Pop Secret enlisted Fusion to seek out the perfect Holiday entertainment asset to serve primary grocery accounts including Kroger, Safeway, and Giant Eagle.

Solution:

Fusion contacted their friends at Universal Home Entertainment and developed compelling shopper promotions in these key accounts. In addition to Pop Secret benefiting from circular ads and incremental merchandising, these promotions were also part of the retailers Digital initiatives. Both Kroger and Safeway communicated their account specific offers on their Face book pages. Kroger communicated the rich consumer offer on the home page of their web site. Safeway sent out the offer in an email to 300,000+ of their primary shoppers, and also featured the offer in their quarterly shopper magazine that hits approximately 650,000 HH's. Plans for 2011 execution is already in the works for each account that partnered with us on Despicable Me.

facebook
Kroger
Kroger Christmas is coming a little early for our Kroger fans. Check back tomorrow for an exciting sale you will be able to "Save On-the-Go."
@ Kroger on your app via Kroger Publisher
59 people like this.
Linda Bostrom: Why not just give it to us NOW... about an hour ago · Flag
Kroger: Landon: Lots of people including myself are excited off your timing the sales on our app (for us to be a star) is a guarantee for those who don't stop at the big Kroger with a store nearby. · Flag
Kroger: The minions are going nuts for the release of Despicable Me. Keep your little minions happy by picking up a copy today of this cute flick on Blu-ray or DVD.
visit kroger.com
Supports Kroger.com
http://www.kroger.com/
Kroger offers these value for the most money. Check out...
Kroger.com for details on weekly savings, printable and digital coupons, and much more!
1 Friend Likes This

Despicable Me
Your Choice DVD or Blu-ray
17.99 Sale
Available Tuesday, December 14
FREE Pop Secret 6-Pack Popcorn or 30 oz. Jumbo Popping Corn Jar with purchase of Despicable Me DVD or Blu-ray and In-Store Mr.'s Coupon. While supplies last.

16.99 GETS YOU ALL THIS! WHEN YOU USE YOUR CARD!
DESPICABLE ME
ON DVD PLUS...
6 PACK POP SECRET
CAPRI SUN
POP SECRET
Offer valid with your Card! 12/14/10 - 12/21/10. Limit one offer per 999 purchase. © 2010 Universal Studios. All Rights Reserved.

MINIONS
OWN DESPICABLE ME ON BLU-RAY & DVD DEC 14

Kroger SAFEWAY GIANT EAGLE